

## WHAT IS CLAIMED IS:

1. A multifunctional food wrap comprising:
  - (a) a material web having a first active side and a second side, said material web comprising a plurality of protrusions, said protrusions being integral with said first active side and said second side, said protrusions having spaces therebetween;
  - (b) an adhesive disposed upon said first active side of said material web within said spaces between said protrusions; and,
  - (c) wherein said adhesive comprises at least one secondary function.
2. The multifunctional food wrap of Claim 1 wherein said material web is selected from the group consisting of paper, polymeric films, plastic films, cloths, fabrics, wovens, nonwovens, laminates, metal foils, coated papers, and combinations thereof.
3. The multifunctional food wrap of Claim 2 wherein said secondary function is selected from the group consisting of chemical means, physical means and combinations thereof.
4. The multifunctional food wrap of Claim 3 wherein said chemical means is selected from the group consisting of antimicrobial protection, food preservation, atmosphere modification, odor elimination, product spoilage indication, freezer burn inhibition, temperature indication, nutrition and dietary benefits, flavor enhancement, moisture absorption, moisture control, enhancing microwave cooking, heating, cooling, and combinations thereof.
5. The multifunctional food wrap of Claim 3 wherein said physical means is selected from the group consisting of atmosphere modification, product insulation, and combinations thereof.
6. The multifunctional food wrap of Claim 1 wherein said material web further comprises a second at least one secondary function disposed within said sheet of material, said second at least one secondary function being disposable beyond said protrusions in response to an application of an external force to said multifunctional food wrap.
7. The multifunctional food wrap of Claim 1 wherein said material web comprises at least one layer.

8. The multifunctional food wrap of Claim 1 wherein said plurality of protrusions comprise an amorphous pattern.
9. The multifunctional food wrap of Claim 1 wherein said adhesive and said at least one secondary function are disposable beyond said protrusions in response to an application of an external force to said multifunctional food wrap.
10. A multifunctional food wrap comprising:
  - (a) a material web comprising one or more layers, said material web comprising a first active side and a second side, said material web further comprising a plurality of protrusions, said protrusions being integral with said first active side and said second side, said protrusions having spaces therebetween;
  - (b) an adhesive disposed upon said first active side of said material web within said spaces between said protrusions; and,
  - (c) at least one secondary function disposed within said web material.
11. The multifunctional food wrap of Claim 10 wherein said web material is a co-extruded film.
12. The multifunctional food wrap of Claim 11 wherein said co-extruded film comprises at least one tie layer, said tie layer comprising said at least one secondary function.
13. The multifunctional food wrap of Claim 10 further comprising a substantially hydrophobic back sheet attached to said second side of said multifunctional food wrap.
14. The multifunctional food wrap of Claim 10 wherein said at least one secondary function is selected from the group consisting of chemical means, physical means and combinations thereof.
15. A multifunctional food wrap comprising:
  - (a) a material web comprising at least one layer, said material web having a first active side and a second side, said material web comprising a plurality of protrusions integral with said first active side and said second side, said protrusions having spaces therebetween;
  - (b) an adhesive disposed upon said first active side in said spaces between said protrusions; and,
  - (c) at least one secondary function disposed in, and integral with, said protrusions.

16. The multifunctional food wrap of Claim 15 wherein said adhesive comprises a second at least one secondary function.
17. The multifunctional food wrap of Claim 16 wherein said protrusions are rupturable, said at least one secondary function being disposable from said protrusions in response to said external force.
18. The multifunctional food wrap of Claim 17 wherein said protrusions further comprise a weak region, said at least one secondary function being releasable from said protrusion through said weak region in response to said external force.
19. The multifunctional food wrap of Claim 15 wherein said at least one secondary function is selected from the group consisting of chemical means, physical means and combinations thereof.